

Business Redevelopment Assistance and Guidance Group (BRAGG)

Program Overview



**Presented By: Christopher Edwards, Program Manager
Carver Heights/ Montclair Area Community Redevelopment Agency**

“Progress Through Community Vision”

BRAGG: Purpose Driven

- Driven by its redevelopment plan and commercial assistance component, the Carver Heights/Montclair Area Community Redevelopment Agency (CHMCRA) has created a program to meet the needs of emerging and existing CHMCRA businesses.
- The program is geared to provide client firms with intensive management assistance and guide them to secure the best possible financing for their businesses within the CHMCRA (City of Leesburg).

BRAGG: Goal Oriented

- Obtain necessary technical resources for business success through established firms,
- Attain a higher valuation for CHMCRA and City of Leesburg,
- Maintain a “pro-business” climate,
- Train businesses to excel at every level in business and community relations,
- Retain businesses within the CHMCRA that create jobs and stimulate CHMCRA area attraction.

BRAGG: Beneficial Incentives

Through the BRAGG Business Institute, eligible CHMCRA business firms will receive financial assistance from a team of business resource firms and organizations (up to \$5,000) to cover soft cost such as:

- Finance,
- Marketing,
- Strategic planning,
- Cost analysis,
- Budgeting,
- Bookkeeping,
- Human Resources,
- Law

BRAGG: Investment

- **Business owners' management skills are enhanced, strengthened, and improved.**
- **Business owners are also supported by BRAGG's team of mentors.**

Total BRAGG Budget:\$110,000